

an advertiser node having an advertiser web site including advertising content, said advertiser node responsive to a request to provide said advertising content; and an advertisement server node storing information about said user node, said advertisement server node being responsive to a request from said user node based on said link message to select [an] said advertiser node as a selected advertiser node based upon the information stored about said user node at said advertisement server node, and identify said advertiser node as said selected advertiser node to said user node,

whereby said advertising content from said selected advertiser node is displayed at said user node in response to a request sent from said user node to said advertiser node to provide said advertising content.

7. **(Four Times Amended)** In a network supporting the hypertext transfer protocol and having a user node including a browser program coupled to said network, said user node providing requests for information on said network, a content provider affiliate node having a respective affiliate web site responsive to requests for information from said user node to provide media content, advertising space for display of advertising content and a link message to said user node, a plurality of advertiser nodes, each of said plurality of advertiser nodes having a respective advertiser web site including respective advertising content, each of said advertiser nodes responsive to a respective request to provide respective advertising content, a network node comprising:

an advertisement server node storing information about said user node and responsive to a request from said user node based on said link message to select [an] one of said plurality of advertiser [node] nodes as a selected advertiser node based upon the information stored about said user node at said advertisement server node, and identify said advertiser node as said selected advertiser node to said user node, whereby said advertising content from said selected advertiser node is displayed at said user node in response to a request sent from said user node to said advertiser node to provide said advertising content.

13. **(Four Times Amended)** In a network supporting the hypertext transfer protocol and having a user node including a browser program coupled to said network, said user node providing requests for information on said network, an advertiser node having an advertiser web site including advertising content, said advertiser node responsive to a request to provide said advertising content, and an advertisement server node storing information about said user node and responsive to a request from said user node to select [an] said advertiser node as a selected advertiser node based upon the information stored about said user node at said advertisement server node, and identify said advertiser node as said selected advertiser node to said user node, wherein said advertising content from said selected advertiser node is displayed at said user node in response to a request sent from said user node to said advertiser node to provide said advertising content, a network node comprising:

a content provider affiliate node having a respective affiliate web site responsive to requests for information from said user node to provide media content and advertising space for display of advertising content, said content provider affiliate web site further providing a link message to said user node identifying the IP address of said advertisement server node to said user node for providing advertising content for said advertising space, wherein the advertising content is selected by said advertisement server node based upon the information stored about said user node at said advertisement server node.

16. **(Thrice Amended)** A network supporting the hypertext transfer protocol, comprising:

a user node having a browser program coupled to said network, said user node providing requests for information on said network;

a content provider affiliate node having a respective affiliate web site responsive to requests for information from said user node to provide media content, advertising space for display of advertising content and a link message to said user node; and

an advertisement server node storing information about said user node and responsive to a request from said user node based on said link message to select an advertising banner for said advertising space based upon the information stored about said user node, and to reply to said request from said user node by identifying said advertising banner to said user node,
whereby said advertising banner from said advertisement server node is displayed at said user node in said advertising space.

20. **(Thrice Amended)** A network in accordance with claim 16, [further including:] wherein said advertisement server node is responsive to a request from said user node to identify an advertiser web site corresponding to said advertising banner; and further including an advertiser node having an advertiser web site including advertising content corresponding to said advertising banner, said advertiser node responsive to a request to provide said advertising content corresponding to the selection of said advertising banner by [said] a user,
whereby said advertising content from said advertiser node is displayed at said user node in response to a request sent from said user node to said advertiser node to provide said advertising content.

23. **(Thrice Amended)** In a network supporting the hypertext transfer protocol and comprising a user node having a browser program coupled to said network, said user node providing requests for information on said network, a content provider affiliate node having a respective affiliate web site responsive to requests for information from said user node to provide media content, advertising space for display of advertising content and a link message to said user node, a network node comprising:

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an advertisement server node storing information about said user node and responsive to a request from said user node based on said link message to select an advertising banner for said advertising space based upon the information stored about said user node at said advertisement server node, and to reply to said request from said user node by identifying said advertising banner to said user node, wherein said advertising banner from said advertisement server node is displayed at said user node in said advertising space.

32. **(Four Times Amended)** In a network supporting the hypertext transfer protocol and comprising a user node having a browser program coupled to said network, said user node providing requests for information on said network, a content provider affiliate node having a respective affiliate web site responsive to requests for information from said user node to provide media content, advertising space for display of advertising content and a link message to said user node, and an advertiser node having an advertiser web site including advertising content corresponding to [said] an advertising banner, said advertiser node responsive to a request to provide said advertising content corresponding to the selection of said advertising banner by [said] a user, a network node comprising:

an advertisement server node storing information about said user node and responsive to a request from said user node based on said link message to select an advertising banner for said advertising space based upon the information stored about said user node, and to reply to said request from said user node by identifying said advertising banner to said user node, wherein said advertisement server node is responsive to a request from said user node to identify an advertiser web site corresponding to said advertising banner, whereby said advertising banner from said advertisement server node is displayed at said user node in said advertising space, and whereby said advertising content [from said selected advertiser node] corresponding to the selection of said advertising banner is displayed at said user node in response to a request sent from said user node to said advertiser node to provide said advertising content.

39. (Twice Amended) A method in accordance with claim 37, said method further comprising:
- sending a request from said user node to said advertising server web site responsive to selection of said advertising banner at said user node;
 - sending a reply from said advertising server web site to said user node identifying said advertiser web site corresponding to said advertising banner;
 - sending a request from said user node to said [advertising] advertiser web site to provide said advertising content corresponding to said selected advertising banner [by said user];
 - sending a reply from said advertiser web site to said user node; and
 - displaying said advertising content at said user node.

51. (Twice Amended) A network comprising:

- a user node having a browser program coupled to said network, said user node providing requests for information on said network;
- a content provider affiliate node having a respective affiliate web site responsive to requests for information from said user node to provide media content, advertising space for display of advertising content and a link message to said user node;
- an advertiser node having an advertiser web site including advertising content, said advertiser node responsive to a request to provide said advertising content; and an advertisement server node responsive to a request from said user node based on said link message to select said advertiser node as a selected advertiser node, and identify said advertiser node as said selected advertiser node to said user node,
- whereby said advertising content from said selected advertiser node is displayed at said user node in response to a request sent from said user node to said advertiser node to provide said advertising content,
- wherein said advertisement server node selects said advertiser node based on a number of times said advertising content has been previously displayed at said user node.

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52. (Twice Amended) In a network having a user node including a browser program coupled to said network, said user node providing requests for information on said network, a content provider affiliate node having a respective affiliate web site responsive to requests for information from said user node to provide media content, advertising space for display of advertising content and a link message to said user node, a plurality of advertiser nodes, each of said plurality of advertiser nodes having a respective advertiser web site including respective advertising content, each of said advertiser nodes responsive to a respective request to provide respective advertising content, a network node comprising:

an advertisement server node responsive to a request from said user node based on said link message to select one of said plurality of advertiser nodes as a selected advertiser node, and identify said advertiser node as said selected advertiser node to said user node, whereby said advertising content from said selected advertiser node is displayed at said user node in response to a request sent from said user node to said advertiser node to provide said advertising content,
wherein said advertisement server node selects said advertiser node based on a number of times said advertising content has been previously displayed at said user node.

53. (Twice Amended) A network comprising:

a user node having a browser program coupled to said network, said user node providing requests for information on said network;
a content provider affiliate node having a respective affiliate web site responsive to requests for information from said user node to provide media content, advertising space for display of advertising content and a link message to said user node; and
an advertisement server node responsive to a request from said user node based on said link message to select an advertising banner for said advertising space, and to reply to said request from said user node by identifying said advertising banner to said user node,
whereby said advertising banner from said advertisement server node is displayed at said user node in said advertising space.

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wherein said advertisement server node selects said advertiser node based on a number of times said advertising content has been previously displayed at said user node.

54. (Twice Amended) In a network comprising a user node having a browser program coupled to said network, said user node providing requests for information on said network, a content provider affiliate node having a respective affiliate web site responsive to requests for information from said user node to provide media content, advertising space for display of advertising content and a link message to said user node, a network node comprising:

an advertisement server node responsive to a request from said user node based on said link message to select an advertising banner for said advertising space, and to reply to said request from said user node by identifying said advertising banner to said user node, wherein said advertising banner from said advertisement server node is displayed at said user node in said advertising space,

wherein said advertisement server node selects said advertising banner based on a number of times said advertising content has been previously displayed at said user node.

55. (Twice Amended) In a network comprising a user node having a browser program coupled to said network, said user node providing requests for information on said network, a content provider affiliate node having a respective affiliate web site responsive to requests for information from said user node to provide media content, advertising space for display of advertising content and a link message to said user node, and an advertiser node having an advertiser web site including advertising content corresponding to an advertising banner, said advertiser node responsive to a request to provide said advertising content corresponding to the selection of said advertising banner by a user, a network node comprising: